Abstract of the Disclosure

A method for accessing a frame memory integrated within a display panel driver driving a display panel is composed of serially performing write operations for writing sub-field data of a pixel line within the display panel for a plurality of sub-fields into the frame memory, and serially performing read operations for reading sub-field data of a plurality of pixel lines for a sub-field from the frame memory. At least two of the write operations are allowed to be performed between adjacent two of the read operations.